

# BIDNEWS

eigeninitiativ | gemeinsam | erfolgreich



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### ● BID-Projects

Federal States...

-  with BID/HID law
-  with BID law in planning
-  with projects similar to BIDs
-  without noteworthy initiatives

## BIDNational

### ■ Talk about BIDs in Germany



Bermuda3eck in Bochum

Photo: Chamber of Commerce in the central Ruhr area in Bochum



Photo: Chamber of Commerce in the central Ruhr area in Bochum

The Business Improvement Districts (BIDs) in Germany are created on the individual initiative of retailers, landowners, restaurateurs and service providers. The aim of the BIDs is to counteract the threatened depopulation of the centres and return purchasing power to the city centres as a result of their increased attractiveness. For this reason they start urban development projects to improve attractiveness, strengthen and revitalise the town and city centres, suburban centres, service and industrial estates - and in Schleswig-Holstein also tourist areas - and implement these together with the towns, cities and local authorities.

Housing Improvement Districts (HIDs) only exist in Hamburg. These strive to improve residential districts by means of private initiatives.

Currently there are 19 BID projects based on state law: two in Bremen, seven in Hamburg, five in Hesse, one in Saarland and four in Schleswig-Holstein. There is an HID project in Hamburg-Steilshoop.

#### *First steps towards establishing a BID*

The BID initiative is made up of a special form of Public Private Partnerships (PPP) for people to redesign their own district. To this purpose they form a "steering committee" together with representatives from the town/city or municipal administration. The steering committee lays down individual measures for the development of the location. These may be urban development projects, such as new paving stones, benches and green plants, but also marketing measures, such as the installation of flags in the district or the organisation of events and fetes.



OXBID, Photo: Ferdinand Weiß

#### *BIDs and formalities:*

When after the initial idea for a BID a steering committee has been formed and a plan of action and financing concept have been drawn up, an initial formal vote is held in most federal German states among the landowners concerning the setting up of a BID. If more than 15% of the landowners in the BID district are in favour of the BID, the BID Initiative submits an application to the town/city for the setting-up of the BID. The local authority informs all landowners about the setting-up of the BID and gives them the opportunity to state their opinion within one month. If in the second vote more than 25 or 30% are against the BID, it is not created. In the ongoing 19 BID projects the actual level of agreement



Flensburg, Grosse Strasse  
Photo: Flensburg Chamber of Commerce

among the landowners is around 90% in each case. After a positive vote the BID is formally established by the adoption of a new statute or a statutory ordinance of the local authority. In clearly delineated areas the enhancement measures for the location are then implemented in the following 3 to 5 years.

#### *BIDs and financing:*

With the setting-up of the BID on the basis of the adoption of a new statute or a statutory ordinance of the local authority, a BID contribution is levied on each landowner. After collection, this specifically earmarked contribution is made directly available to the BID Initiative for the implementation of the measures included in the plan of action and financing concept. The steering committee initiates and supervises this process. It is monitored by the local authorities, or in Bremen and Hamburg by the Chambers of Commerce.

#### *BIDs and urban development promotion:*

Besides the BIDs, in some federal states such as Lower Saxony and Bavaria there are programs for the promotion of urban development which promote private initiatives for development of the town/city on the basis of or in preparation for BID projects. Today, central government in Germany also organises its own programs for supporting BID cooperation approaches in urban development.

#### *Vote for BID:*

The BID movement clearly shows the rapid worldwide distribution of new urban development ideas. It is also a good example of so-called "urban governance", which should be understood as a bottom-up approach of local participants from private industry which develop their town/city together with the state protagonists from administration and politics and with joint responsibility for their location. For this reason: Vote for bid – for a new generation of common development!

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## ■ BIDs in Great Britain and Germany – Exchange of Experience in Hamburg



The first BID federal Congress of the Chamber of Commerce Organisation in June 2009 in Hamburg was the start of an exchange of experience between the UK BIDs and the BID Initiatives in Germany. Peter Williams and Donald Hyslop from the Better Bankside BID in London then started their Germany tour on May 19, 2010 in Hamburg, before going on to visit Giessen and Berlin. At the Chamber of Commerce in Hamburg Donald Hyslop and Peter Williams presented the Better Bankside BID in the heart of London, which around the Tate Modern represents one of the largest private-public urban development initiatives in Europe. It offers a large number of services for the companies and its employees.

Visitors from London: Peter Williams and Donald Hyslop from the Better Bankside BID with Dr. Sebastian Binger, Otto-Wulff Bauunternehmung, und Stefan Kreutz, Hafencity University Hamburg

Photo: Hamburg Chamber of Commerce

In return, Stefan Kreutz reported on the research field of the Harbour City University in Hamburg concerning the "Urban Improvement Districts" while Tine Fuchs provided a nationwide overview of the BID activities in Germany. A tour of the BIDs in Hamburg city centre: the Nikolai District BID, Neuer Wall BID, Grosse Bleichen BID and Hohe Bleichen BID gave an idea of the measures in the Hamburg BID projects.

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Visitors from London by the Chamber of Commerce and Industry Giessen-Friedberg  
Photo: IHK Gießen-Friedberg

## BIDLokal

### Bremen

#### ■ Initial BID Exchange of Experience between Bremen and Hamburg



Dialogue at Bremen Chamber of Commerce  
Photo: Bremen Chamber of Commerce

After the local laws for the innovation districts of Ansgarikirchhof BID and Ostertorsteinweg / Vor dem Steintor BID - better known under the name "BID-Viertel" - came into force on October 15, 2009, two active BIDs are now ongoing in Bremen. Initial measures became apparent last year in the form of renewals to the Christmas lights in the two districts, with further measures to be implemented in the very near future. For example, the Ansgarikirchhof BID is planning a temporary garden, while the "BID-Viertel" is currently improving the entrance areas.

As specific questions repeatedly arise when plans are put into practice, there were initial exchanges of experience in March 2009 between the participants from Bremen and Hamburg. A delegation from Hamburg, consisting of representatives of the Free Hanseatic City of Hamburg and the Chamber of Commerce, was invited to Bremen Chamber of Commerce on March 12, 2010. Before the BID Initiatives in Ansgarikirchhof and the

"BID-Viertel" were demonstrated in the form of a tour of the location, the administrative authorities of the BID Quarter presented the history of the projects in Bremen. One of the particular features in Bremen is the setting-up of local committees. Up to now no such committees had been formed in Hamburg. The local committee is used by the city administration in Bremen to oversee a BID and takes over a controlling function together with the Chamber of Commerce. In each case it includes one representative of the landowners concerned, as well as the commercial and freelance tenants in the innovation district, Bremen local authority and the Chamber of Commerce. Further their advisors are one representative of the firm Wirtschaftsförderung Bremen GmbH, the head of the local Central Office and the advisory board spokesman from the corresponding suburb. Through this committee it is therefore possible for the individual representatives of local interests to influence the implementation of the measures in a BID.

A few days before the visit to Bremen, the administrative authorities from Bremen followed up an invitation to visit the "Lüneburger Strasse BID" in Hamburg Harburg in order to see local developments together with a representative of the Chamber of Commerce, the local Council for Economic Development and the Senator for Economics and Ports.

The close dialogue was very valuable for both sides. It is therefore planned to continue the exchange of experience in the future.

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BID-Ansgarikirchhof  
Photo: Bremen Chamber of Commerce



BID-Ansgarikirchhof  
Photo: Bremen Chamber of Commerce



BID "Das Viertel"- administrators in the quarter  
Photo: Bremen Chamber of Commerce

## Hamburg

### ■ BIDs in Hamburg City Centre



Opening BID Hohe Bleichen (November 2009),  
Photo: Hamburg Chamber of Commerce

Increasing numbers of BID Initiatives are being established in Hamburg city centre. Four new BIDS are being prepared in addition to those that are already ongoing.

It all began in 2005 with the Neuer Wall BID Initiative. The road was completely redesigned: with broader, high quality pavements, plant troughs outside the shops which are continually looked after and freshly planted several times a year, together with exemplary parking space management. The redevelopment has turned Neuer Wall from a very good into an excellent location for the retail trade and services.

The Neuer Wall BID project is now coming to an end. Currently a follow-

up BID is being prepared, which is to start in the autumn. This will mainly involve the further profiling of the properties of the Neuer Wall brand: high quality, design and the Hanseatic way of life. With service and marketing measures, as well as extensive management, the aim is to maintain the high quality of the street for the future.

The second central-city BID is the Hohe Bleichen BID. Here the Hohe Bleichen street and the neighbouring Heuberg have been completely redesigned. The building work was completed in November 2009. The newly planted evergreen Western Red Cedars (*Thuja plicata*) surrounded by granite have quickly become a landmark of the street.

A redesign of the street is being planned by a further BID Initiative: the Große Bleichen BID. In this very central street the main aim is redesign the entrance areas to the passages which typify this street.

Further BIDs are in preparation: in Mönckebergstrasse, which is the main shopping street, a modern lighting concept is being prepared which will illuminate the street in various colours in the evening, while at the same time considerably reducing energy consumption. The BID Initiatives in the Nikolai District and on the Opernboulevard are pursuing the aim of substantially renewing their district. Here too the road area, which is no longer in line with the times, is to be redesigned in order to attract more passers-by and improve the districts for office use.



Bürgermeister-Petersen-Platz, Neuer Wall BID

Photo: Heiner Schote

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## Hamburg | Nikolai District

## ■ Nikolai District – a BID for the Heart of Hamburg

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This BID Initiative, which was established in 2008, pursues the aim of making the Nikolai District a "top address" again in Hamburg city centre. The district gets its name from the Nikolai Church, which until its destruction in 1943 was one of the main churches in Hamburg.

In the Nikolai District the pavements are to be completely redesigned, as are the Adolphiplatz and the Hopfenmarkt. The Grosse Johannisstrasse and the Grosse Burstah are to be transformed back into lively shopping streets; one way of doing this will be to change the traffic routing. The retail trade offerings have been considerably improved by the specialist bookstore Boysen & Mauke, which opened here in 2008.

In the autumn of 2009 the steering committee of the Nikolai District BID selected the firm Otto Wulff Bauunternehmung GmbH & Co. KG, which is to act as an administrator together with the firm Otto Wulff BID Gesellschaft mbH, to control the procedure in the future. They already have acquired experience of this new type of project in Germany with the Neuer Wall and Wandsbek BIDs. The budget for the Nikolai District BID will probably amount to around €10 million; according to current plans, the building work is to begin early in 2011.

## Hamburg | Wandsbek Market

## ■ Wandsbek - The Boulevard is opened

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In June 2010 the completely redeveloped pavements and cycle paths along Wandsbeker Marktstrasse and Schloßstrasse will be reopened as the "Boulevard Wandsbek". The redesign, which has been somewhat delayed due to the long cold winter, is the most important project of the Wandsbek Market BID.

With this project the landowners, who are contributing a total of €4 million, are continuing with the improvements to the centre of the Wandsbeker District. In the last few years the bus station and the Wandsbeker marketplace have been redesigned using public funds.

With the "Boulevard Wandsbek" the centre of the district in the east of the Hanseatic city has again been promoted to the premier league of the retail trade locations in Hamburg. At the same time the "Quarree" shopping centre, which is located directly in Wandsbeker Marktstrasse, has been expanded.

## Hamburg | Dammtorstrasse

### ■ Opernboulevard – a new Face for Dammtorstrasse

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The name "Opernboulevard BID" comes from the Hamburg State Opera, which is a distinctive feature of the street. The BID area comprises the land around the 350 meter-long Dammtorstrasse, which leads from Gänsemarkt in the direction of Dammtor Station. Here the firm Otto Wulff Bauunternehmung GmbH will also act as the administrator with responsibility for implementation of the measures. The designated BID budget is around €2.2 million. The planned duration of the project is five years.

In Dammtorstrasse in Hamburg city centre several high-rise buildings have been completed in recent times, with others currently under construction. At the same time the BID is planning to redesign the road space, which is currently dominated by bus and car traffic. In addition, the pavements will be redesigned with new benches, bicycle stands and new street lighting. During the preparation of the BID the planned metropolitan tramway, which will run along the street, also had to be taken into account.

## Hamburg | Ochsenzoll

### ■ Hamburg and Schleswig-Holstein have joined forces to set up a local amenities centre



PACT Schmuggelstieg - Photo: Cima Lübeck

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In the north of Hamburg a further BID project in the Hanseatic city is starting with the Ochsenzoll BID, the so-called OXBID. The special feature here is that the district borders directly on the Schleswig-Holstein Norderstedt, where a PACT was set up in 2009.

The BID around the Ochsenzoll underground station is located in the suburb of Langenhorn. Now that a total of seven BIDs have been completed in the city centre and the district centres of Bergedorf and Wandsbek, the Ochsenzoll project is the first Hamburg BID in a local shopping centre. In the coming three years a total of €173,000 is to be invested in advertising measures and events, as well as in the street furniture. The activities are being supervised by a district management group, which is also financed by the BID budget.

The main priority is on a joint development with the Norderstedt side, the Schmuggelstieg PACT. The two initiatives therefore form the first cross-state BID community in Germany. The Ochsenzoll BID and the PACT in Norderstedt are linked by a cross-border centre at Schmuggelstieg. A shared BID office has already been set up as the first joint measure.

**Hamburg | Tibarg****■ BID Tibarg on the final straight – a suburban centre prepares for the future**

The Tibarg, a pedestrian zone in the Hamburg suburb of Niendorf, has many strengths. With its village character, the popularity of the location as a retail trade and services centre goes far beyond the boundaries of the suburb centre for the retail trade and services. However, it is now getting on in years.

In order to get Tibarg fit for the future, in June 2010 the BID Initiative intends to submit an application for the foundation of a Tibarg BID to Eimsbüttel District Office after a planning period of less than 18 months. With a total budget of around €1.75 million, the Tibarg BID intends to introduce extensive building, service and marketing measures for the shopping location in the coming five years. Following on from the traditional strengths of the location, the introduction of new LED lighting for the Tibarg and a uniform bicycle park concept, the redevelopment of individual areas, the creation of defined play areas for children and the installation of a pedestrian guidance system for improved orientation are intended to enhance the public spaces and the quality of the surroundings.

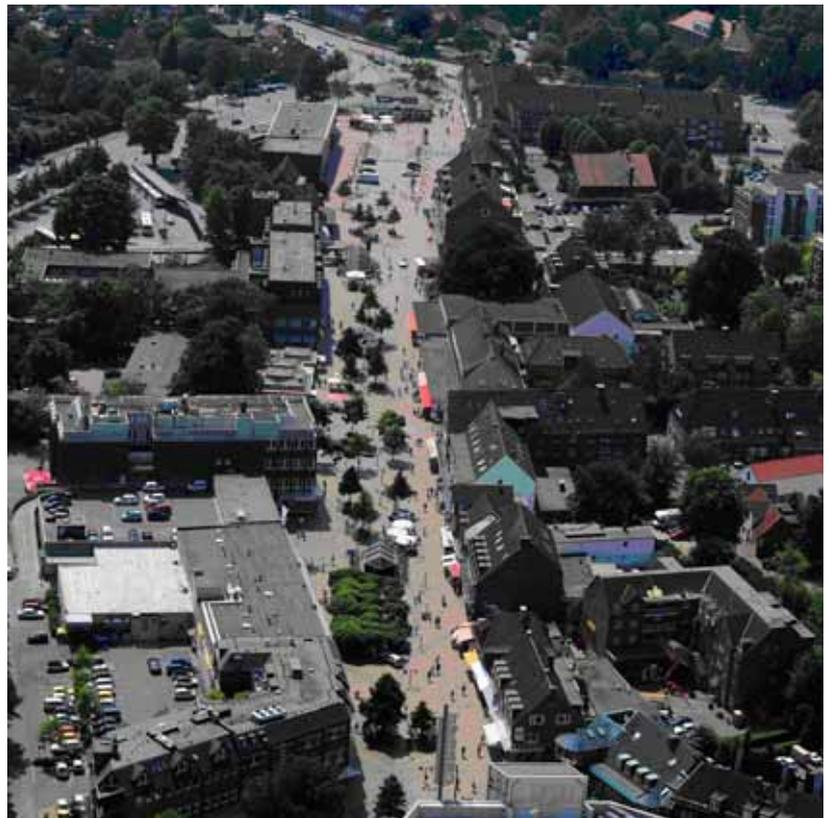
The service measures comprise - amongst other things - the provision of a BID/district manager, a Tibarg "master" and a standardised snow and ice clearance service. The marketing concept is aimed at profiling and communicating the Tibarg location during the BID process as a brand; and in this context it is clear that new Christmas lights are also a must. The administrators for the Tibarg BID will be the Arbeitsgemeinschaft Tibarg e.V.

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The Tibarg in Hamburg-Niendorf from the air  
Photo: Matthias Friedel, aerial photography

## Hesse

### ■ The Hessian BID law starts its second phase

Approximately 5 years ago the Hessian law on improving central-city business districts (INGE) created the foundation for the successful BID projects in the inner city of Giessen. The law only remains in force until December 31, 2010. At the beginning of the evaluation of the law it was not yet clear whether the INGE law would indeed be extended. During the time in which the law has been in force, the only BIDs which have been established are those in Giessen and Baunatal. In other towns and cities, such as Wiesbaden, Frankfurt and Kassel, extensive work has been carried out on BID concepts. However, no formal BID has been developed from these projects. Nevertheless, in many places the BID discussion has resulted in house owners becoming more intensely involved in urban development processes, even if no BID has been successfully established.

From the point of view of the Hessian Chambers of Commerce and Industry (IHKs), the INGE law is an important instrument in improving inner-city districts. For this reason the IHKs have campaigned for an extension to the INGE law. Due to their extensive contacts with administrative bodies and many discussions with politicians, it has now been possible to achieve this aim. It has now been confirmed that the law will be extended.

A second step deals with optimisation of the law. In practice a few problems have arisen, which it would be possible to solve by changing the law. One central problem is the inclusion of residential property into a BID. In many cases the conflicting interests of commercial tenants and residential users come together when a BID is being drawn up. The possibility of excluding residential property could resolve this problem.

As the only basis of assessment, the INGE law permits the use of the assessed value of the property. Although this value has proven useful in practice, it nevertheless harbours certain problems. Many BID Initiatives do not have this value at their disposal during the planning phase. Moreover, this parameter is relatively inflexible, for example when large items of real estate are included. Here it may prove helpful to open up the law, so that not only the assessed value, but also other values such as the length of the shop front can be used in specific cases.

This and other proposals were introduced by the Hessian IHKs in the legislative process. In April a draft bill was submitted by the Hessian Ministry of Economics to amend the INGE law. In the coming months a revised bill will be discussed in the state parliament. As of January 1, 2011 the second phase of the INGE law will begin. This forms the basis for further successful BID projects in Hesse.

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## Hesse | Giessen

### ■ The Four BIDs in Giessen – a Clearly Positive Development using the Seltersweg BID as an example

#### BIDs in Giessen ...



BID-Seltersweg - Project „Light“  
Photo: Franz Möller

#### ... Structures/Infrastructure

Currently there are 60 life-size dinosaurs drawing huge crowds for three months and highlighting the effectiveness of the four Giessen BIDs and the firm Giessen-Marketing GmbH, which they have also initiated.

The dinosaurs are impressive proof that under no circumstances do inner cities have to be a "dying species"!

As one of four BIDs that border directly on one another in the university town of Giessen with its 75,000 inhabitants, Seltersweg is the first BID in a German state with a relatively low population to almost completely implement the measures it developed in 2006.

In this project, the house owners of the 75 items of real estate in Central Hesse's number 1 shopping mile decided a good four years ago to give their city centre an active and sustainable new face.

While a boxwood avenue gives the street a fresh new look and attractive quality, the main project – the "Facade and Public Space Illumination" - shows off the buildings to their best advantage.

The box trees, which in their impressive 1.50 meter-high containers present not only a lively picture, but are also intended to be symbolic of the State Garden Show in 2014 in Giessen, have been treated with special coatings against graffiti, concrete foundations to prevent them being knocked over and wire mesh guards to prevent them from being pulled out of the ground by vandals.

Another word concerning the State Garden Show: the State Government of Hesse has confirmed that Seltersweg made a significant contribution towards gaining approval for bringing the State Garden Show to Giessen.

The public space illumination is based on the results of the lighting planners Mario Hägele (Stuttgart) and Dieter Bartenbach (Innsbruck). Throughout the night 50 public space spotlights provide pleasantly bright urban illumination which gives a feeling of security at all times. In turn, well over 100 zoning spotlights, several theatre and facade spotlights highlight the individual buildings - and give the street an attractive spatial environment. Amazing levels of energy efficiency and a wonderful atmosphere are the result.



BID-Seltersweg - Project „Light“  
Photo: Franz Möller

## ... a good example for collaboration between the private sector and the politicians

## ... Marketing and events

The fact that extensive Christmas illuminations have been purchased is considered by many today to be almost a matter of course. How quickly people forget the emotions which this type of end-of-year illumination in particular has evoked for a long time.

As part of the overall process of structural measures, the town has also started and implemented an extensive programme to develop the area and make it more attractive. Here the BIDs have always been closely involved.

Overall the four-year phase of collaboration between the private sector and the politicians, between the BIDs and the town of Giessen has increasingly become a collaboration that is based on trust and efficiency and which is now bearing fruit.

In the management field Markus Pfeffer has proven an agile General Manager from the very beginning, representing the perfect link and "troubleshooter" between building owners, traders, town and public offices. His responsibilities also include the coordination of various service providers, such as a BID electrician, a "façade sealer" and "graffiti protector", as well as a caretaker, "plant carer" and service technician.

For marketing and events use is made of a permanent connection with a corresponding agency. In 2004 the firm Giessen-Marketing GmbH was also established. Here the four BID associations also act as partners and play a decisive role in the "event and marketing strategy and implementation" from a single source.

In addition to integrated whole-page advertisements with a high recognition value, new event formats such as "Fashion Night" "Spring Awakening" or "Sport in the City", there are also other major events planned such as the "three-month dinosaur exhibition" mentioned at the beginning of this article. With a supporting program - in close cooperation with the University - Giessen is also living up to its newly acquired reputation as "City of Young Researchers 2010".

Over the five years of the projects a budget of €2 million has been distributed over the four BIDs. 50% of this has been allocated to Seltersweg alone. An extremely wise investment!

Currently consideration is already being given to compiling a catalogue of measures for a second BID period. Here the sustainability of the measures which have already been initiated (light, planting, cleanliness, the holding of events and marketing) will play an important role.

Irrespective of this, the "2014 State Garden Show" with its permanent infrastructures for the city centre will have top priority of course.

*Conclusion: In Giessen the BIDs have created a new style between politics and the private sector. Sensitivity for the general location has improved impressively among the owners. The "island mentality" has now been pushed into the background. There are no longer any vacant buildings present. In the 10-year comparison the value of the real estate has increased by 10.3% and - in spite of increasing retail trade competition - the perspectives point in a clear direction.*

For this reason I do not even wish to ask the question concerning the development of Giessen town centre "without the BIDs". The changes are amazing, are perceived by everyone and encourage us to carry on in the same manner.

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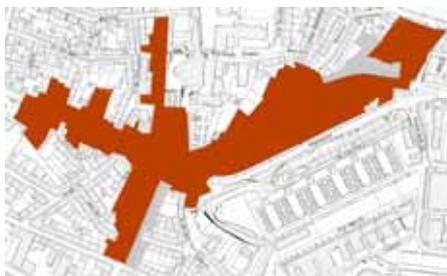
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## Saarland | Burbach

### First Alliance for Investments and Services (BID) founded in Saarland ...



... the boundaries of the district in 2010 (sketch)  
Source: BID-Burbach e.V.

*For detailed information on the measures and financing concept, as well as the contact person, please see [www.bid-burbach.de](http://www.bid-burbach.de)*

### ■ House owners in Burbach are investing together in the development of their urban district

For the first time in Saarland, house and landowners have declared their willingness to invest jointly in the development of their district. With effect from February 11, 2010 the first Alliance for Investments and Services took legal effect in Saarland. The BID district in the centre of the Saarbrücken suburb of Burbach comprises around 100 real estate owners. Within five years the aim is to invest around € 500,000 in the development of the area. As a result Saarland is following a model of private sector initiatives for local district development that has been successfully introduced in other federal states.

The Saarland Chamber of Commerce took up the idea of the BID at an early stage and discussed it publicly for the first time at the Saar 2003 Trade Forum. It was subsequently actively involved as a member of the group of experts for the creation of a Saarland BID law and supported the Burbach BID Initiative with help and advice on its way to becoming the first BID.

However, it was a long time until the Burbach BID was actually established. From the introduction of the idea until the establishment of the BID around five years of planning elapsed. Only upon the introduction of the Saarland BID law in 2007 was it possible for the Burbach owners and traders to found a BID Initiative. Before the establishment of the BID Initiative the City of Saarbrücken had already made significant investments in the infrastructure in order to improve the centre of the suburb of Burbach. As part of the "Urban Redevelopment West" the traffic routing has been optimised, the marketplace redesigned and the retail trade actively supported by the introduction of a shopping street management system. The measures then led to a spirit of optimism among the traders, which should not be lost when the funding period came to an end. During this phase the idea of the BIDs came just at the right time. Traders and owners came together and wanted to continue themselves the successful work carried out as part of the "Urban Development West" project. The Burbach Trade Association took over the sponsorship funding for the foundation of a BID. Before the foundation was finalised the planned measures were clearly defined and laid down by the real estate owners. This was followed by coordination of the contents of the BID with the relevant authorities.

In 2008 the number of owners' signatures required to submit an application - 15 per cent - had been submitted. In March 2009 an application for the setting-up of a Burbach BID was submitted through the BID Burbach e.V. association.

In the initial design phase the negative quorum is exceeded. Ambiguities in the method of counting the votes and errors concerning the boundaries of the district necessitate a second attempt. The measures and financing concept were revised. The second design phase ended on January 4, 2010, with the number of votes against now being only 15.25%. This paved the way for the first BID in Saarland.

The BID Burbach sees its main task as being the creation of a tidy, clean

and safe suburb in which the local amenities are provided with as few empty buildings as possible and where the highest levels of residential buildings and quality of the surroundings are available. The initial measures include the rapid removal of graffiti and damage from vandalism. Additional cleaning work is to be carried out besides the standard services provided by other local authority. This is intended to strengthen the level of social commitment of the local population, while supporting them with rescue centres for the provision of direct assistance in cases of distress. Elderly, disabled and temporarily handicapped individuals are to be provided with day-to-day essentials by means of a delivery service. Furthermore, the setting-up of an active administration service for empty buildings on the basis of a location report is planned. In this way it is intended to provide potential commercial tenants with all of the data they require concerning the structure of the district, such as frequentation and possible sales potentials, thereby acquiring such tenants for the district. This also includes improving the service quality by means of appropriate training offers for specialist stores and owner-managed companies, as well as improving the "Burbach Market" as a meeting point of various cultures. The start of an oriental market has been planned for June 2010.

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Burbach Market

Photo: Leander Wappler



The decision-makers

left: The coordinator of BID-Burbach, Michael Mombert; right: 1st chairman of BID-Burbach e.V., Siefried Graber



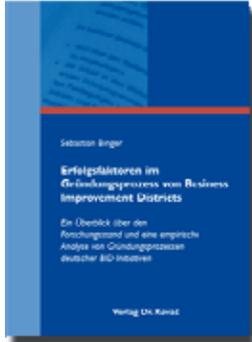
Hochstrasse 2

Photo: Leander Wappler

## BIDTipp

### ■ Worth reading: How does the foundation process for BIDs become successful?

The Foundation of Business Improvement Districts (BIDs) in inner-city business districts can result in considerable improvements in real estate and public spaces. However, the foundation of BIDs is time-consuming, requires specific knowledge and costs money.



Sebastian Binger: "Erfolgsfaktoren im Gründungsprozess von Business Improvement Districts - Ein Überblick über den Forschungsstand und eine empirische Analyse von Gründungsprozessen deutscher BID-Initiativen", Hamburg, 2010. Publisher: Dr. Kovac, ISBN: 978-3-8300-4926-5. ### Euro

(\*In English "Success Factors in the Foundation Process of Business Improvement Districts - An Overview of the State of Research and an Empirical Analysis of the Foundation Processes of German BID Initiatives")

On the basis of case studies, theory-based interviews and quantitative data, Sebastian Binger deduces the central success factors for the foundation of BIDs in inner-city districts and tests them with the help of modern social science methods. The book therefore provides the basis for the requisite further research.

For BID initiatives the recently published volume offers assistance with the control and support of your own BID activities. For the specialist public the book offers an overview of the theme of BIDs from the business management perspective.

Sebastian Binger, who has overseen several Hamburg BID Initiatives in the foundation process, avails himself of a wide range of empirical experience, which he has scientifically processed as part of his dissertation.

## BID Dates

### ■ 2nd BID Federal Congress of the Chamber of Commerce Organisation on September 30/ October 1, 2010 in Bochum

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Together with the Chamber of Commerce in the central Ruhr area of Bochum and the members of the BID Impetus Group, the DIHK is organising the second BID Federal Congress of the Chamber of Commerce Organisation on September 30/October 1, 2010 in Bochum on the occasion of the Ruhr area forming part of the Capital of Culture. We would like to present the first Real Estate and Location Community (ISG) based on state law in North Rhine Westphalia, as well as presenting experience of BID projects at home and abroad and the BID AWARD for the second time. An invitation will be sent in good time.

## ■ BID AWARD 2010 - Application Procedures

### *1. Who can apply?*

Only ongoing projects on the theme of Business Improvement Districts (BID) which are based on the state laws in Bremen, Hamburg, Hesse, North Rhine-Westphalia, Saarland or Schleswig-Holstein and for which the resolution of a new urban statute has been adopted or a statutory ordinance issued.

### *2. What do we expect: compilation of a BID standardised poster*

- Project managers - personal details
- Project description
- Location of the project within the urban area, i.e. city centre, suburban centre, local shopping centre?
- Borders of the district
- Description of the plan of action and financing concept
- Implementation status
- Number of owners in the district
- Number of traders
- Project period
- Effect? / Initial results of an evaluation? / Satisfaction of the SMEs?

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### *3. Closing date is August 15, 2010.*

The POSTER TEMPLATE will be sent upon REQUEST. Please send your enquiries to: menzel.simone@dihk.de

## Summary of BID-Projects based on state law

	BID / BID-Initiative	Lage im Stadtgebiet	Budget	Laufzeit
Bremen	Bremen, Ansgarkirchhof	Innenstadt	160.000	3 Jahre
Bremen	Bremen, „Das Viertel“	Innenstadt	1.100.000	6 Jahre
Hamburg	Hamburg, Neuer Wall	Innenstadt	6.986.000	6 Jahre
Hamburg	Hamburg, Sachsenstor	Bezirkszentrum Bergedorf	1. BID: 160.000 2. BID: 600.000	1. BID - Laufzeit: 3 Jahre (2006-2008), 2. BID - Laufzeit: 6 Jahre seit 14.06.2009
Hamburg	Hamburg, Wandsbek-Markt	Bezirkszentrum Wandsbek	3.990.000	5 Jahre (ab 2008)
Hamburg	Hamburg, Lüneburger Straße	Bezirkszentrum Harburg	649.000	3 Jahre seit 10.03.2009
Hamburg	Hamburg, Alte Holstenstraße	Nahversorgungszentrum Lohbrügge	333.000	3 Jahre seit 7.04.2009
Hamburg	Hamburg, Hohe Bleichen	Innenstadt	2.000.000	6 Jahre seit 14.06.2009
Hamburg	Hamburg, Ochsenzoll - OXBID	Nahversorgungszentrum	173.000	3 Jahre seit dem 13.04.2010
Hessen	Gießen, Katharinviertel	Innenstadt	303.000	5 Jahre (ab 2007)
Hessen	Gießen, Marktquartier	Innenstadt	624.500	5 Jahre
Hessen	Gießen, Seifersweg	Innenstadt	1.101.000	6 Jahre
Hessen	Gießen, BID Theaterpark e.V.	Innenstadt	168.000	6 Jahre (seit 1.1.2007)
Hessen	BID Baunatal	Innenstadt	40.000	2 Jahre
Saarland	BID Burbach - Saarbrücken	Stadtteilzentrum	600.000	6 Jahre
Schleswig-Holstein	Elmshorn	Innenstadt	3.000	6 Jahre
Schleswig-Holstein	Flensburg	Innenstadt	4.000.000	6 Jahre
Schleswig-Holstein	Norderstedt	länderübergreifendes BID mit Harburger OXBID	184.000	2 Jahre
Schleswig-Holstein	Rendsburg	Zentrum	3.500	1 Jahr

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